

PRICE LIST

May 1, 1929

CARTER'S

FOUNTAIN PENS MECHANICAL PENCILS DESK STANDS

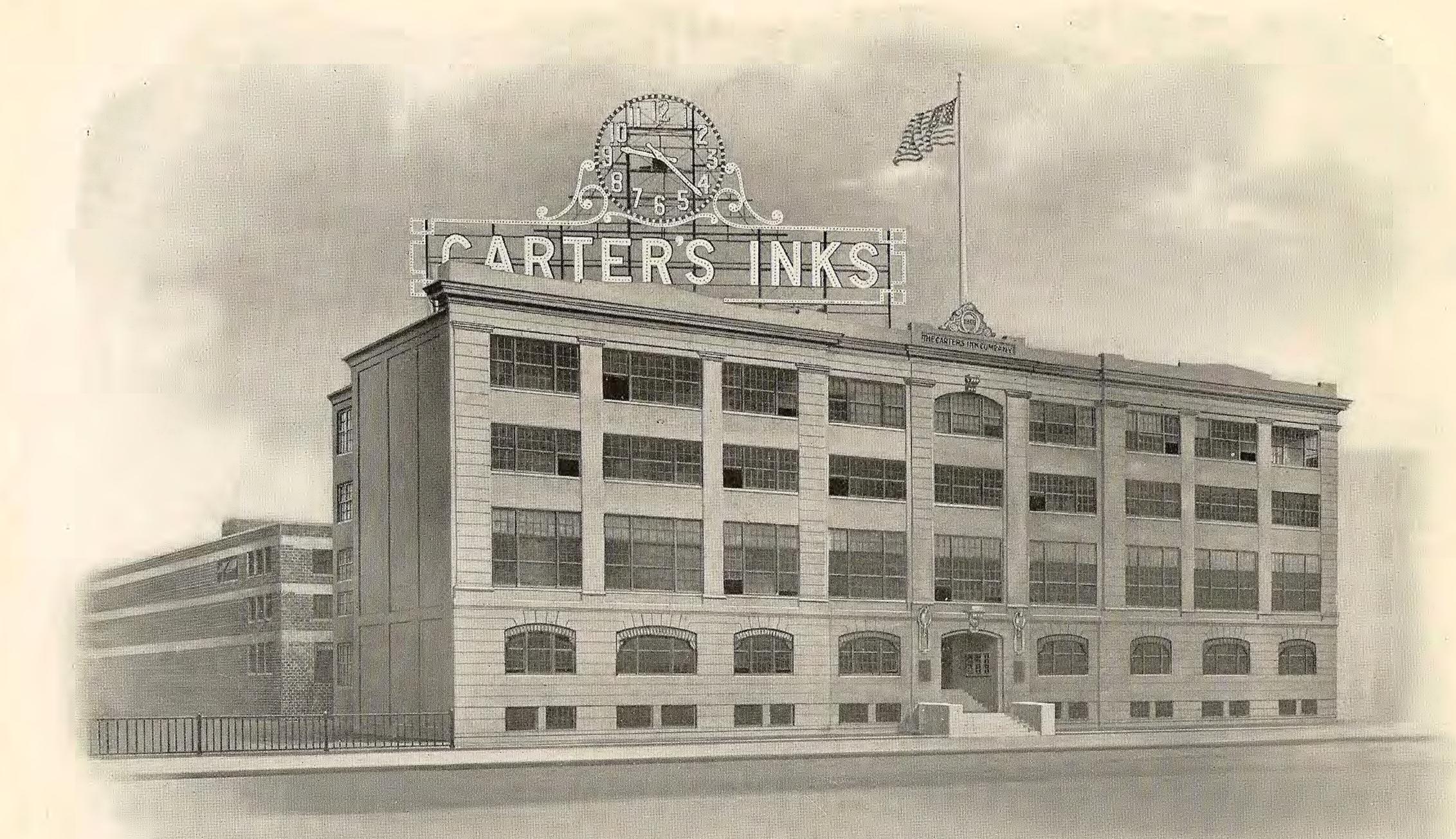


THE CARTER'S INK COMPANY

ESTABLISHED 1858

239 First Street, Cambridge C BOSTON, MASSACHUSETTS

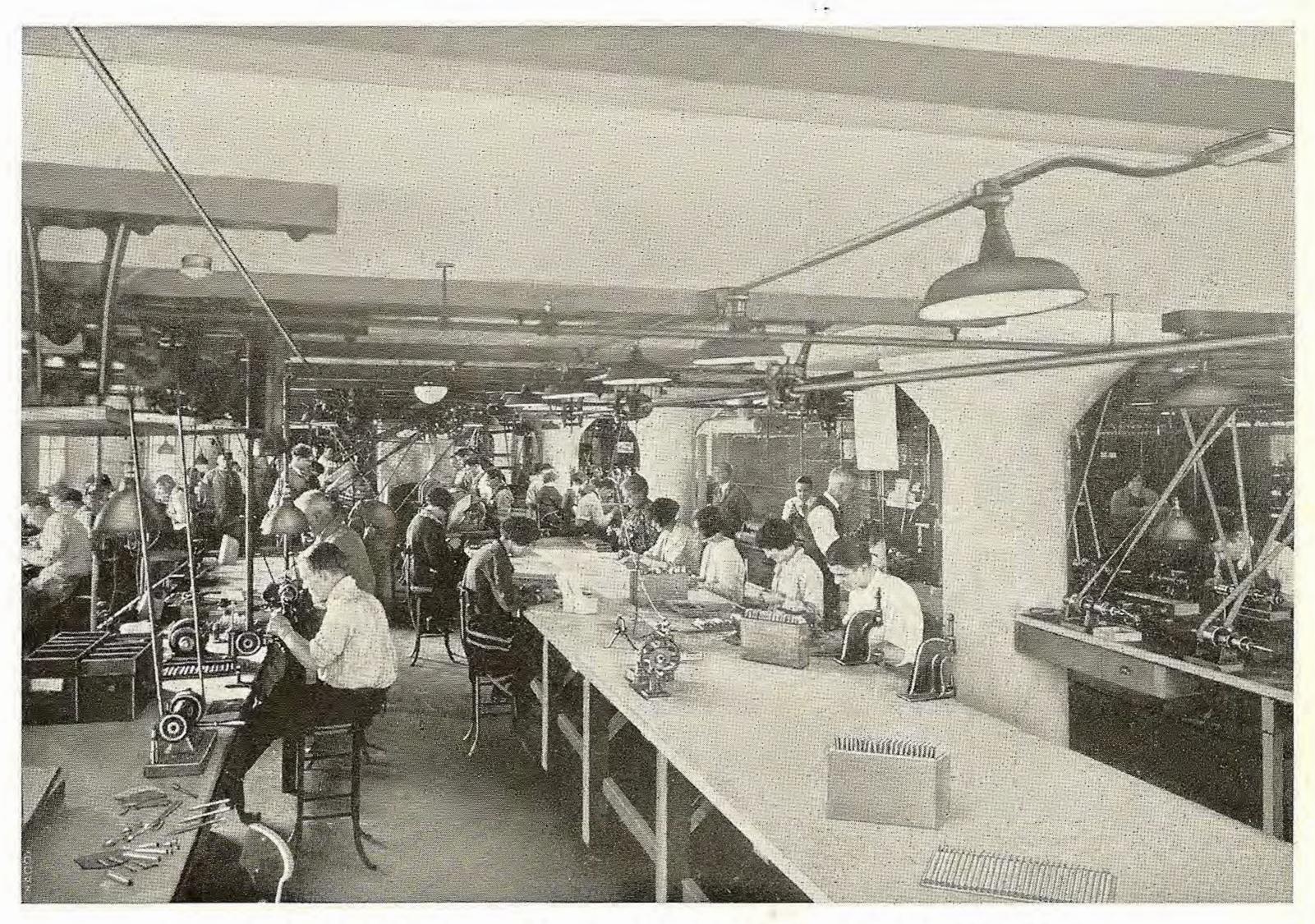
New York: 74 Duane Street Chicago: 9-11 West Austin Ave. Canadian Factory: Mt. Royal Ave. and Drolet St., Montreal, P.Q.



Main Factory and Executive Offices, Kendall Square, Cambridge, Near Boston, Mass.

You Know The Ink!

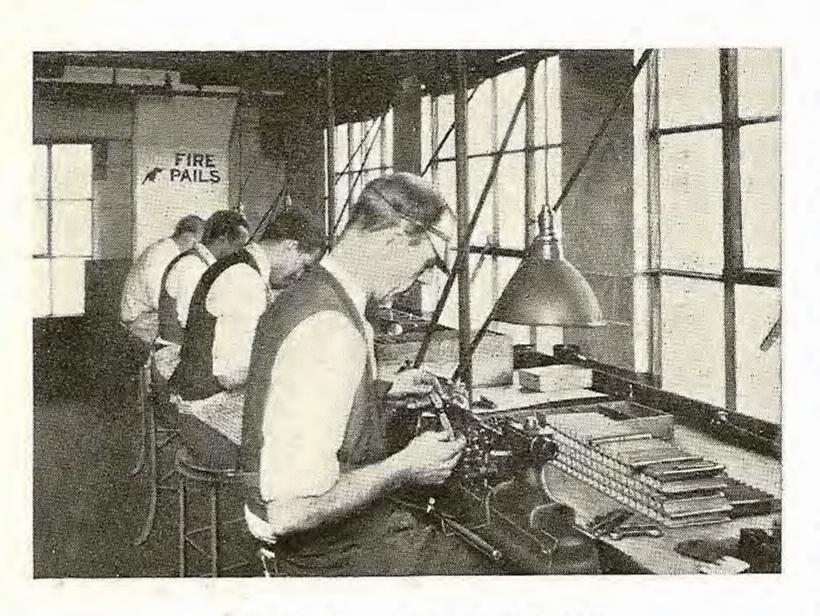
Through the same tested methods of manufacturing, selling and advertising, The Carter's Ink Company is making Carter Fountain Pens, Mechanical Pencils and Desk Stands as widely and favorably known.



A PARTIAL VIEW OF THE FOUNTAIN PEN AND PENCIL MANUFACTURING DEPARTMENT SHOWING A NUMBER OF THE MACHINES NECESSARY TO TURN OUT THESE PRECISION—MADE WRITING INSTRUMENTS.

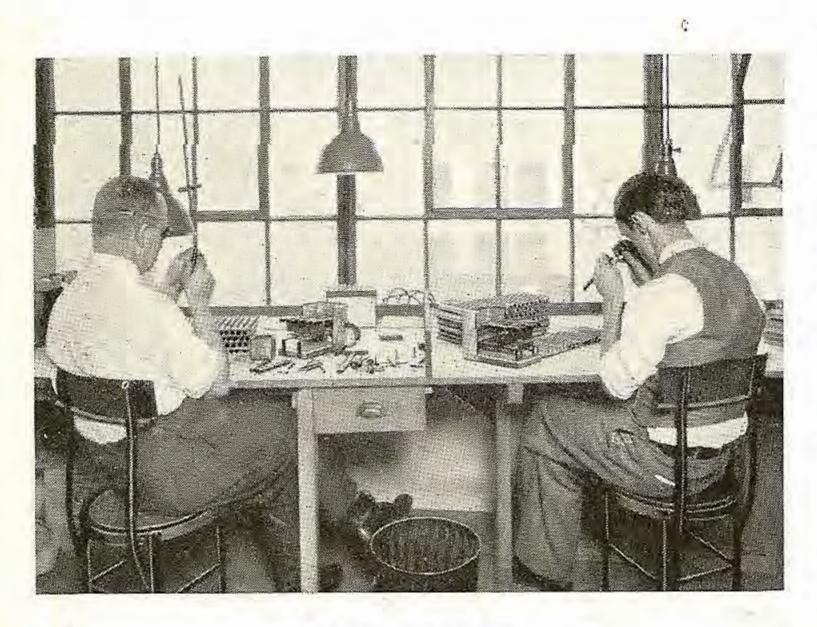
The Carter Line offers your customers what they most desire—quality and long service with beauty—all the requisites for your success in building a profitable business on Carter's Fountain Pens and Mechanical Pencils.

Writing Smoothness Long Life Attractive Appearance



FINISHING DEPARTMENT

In order that a fountain pen may give perfect satisfaction—carried without leaking and used without flooding or stalling—it is necessary that the cap and barrel fit exactly. These skilled workmen through long experience and by the use of special precision gauges insure this. The threads on the pen section and the corresponding grooves on the cap, the meeting surface and the seating for the nib demand minute accuracy.



PEN SETTING

The proof of the pen is in the writing point. These experts see to it that the gold nib and the comb feed are so combined in the pen barrel and so perfectly adjusted to each other that there is a smooth velvety flow of ink from the nib the minute it touches the paper, and that this flow stops the instant the hand is lifted.

ARE WHAT THE CONSUMER DE-MANDS AS ESSENTIAL QUALITIES IN A WRITING INSTRUMENT.

These are the high spots that The Carter's Ink Company offers in their complete line of Fountain Pens, Mechanical Pencils, and Desk Stands.

IF YOU SELL THE CARTER LINE HERE ARE SOME OF ITS ADVANTAGES:—

The best merchandise that skill and money can produce.

Selling features such as—

The smooth-writing Osmiridium Point that makes writing a pleasure.

The Carter Rocker Spring Clip that protects the pocket against wear and the pen against loss.

A special guarantee on all Carter Pens selling at \$5.00 or more—a general guarantee on others priced at \$3.50 or less.

A short line, yet complete enough to satisfy every type of pen user.

Carter Desk Stands with bases of marble, onyx and metal mounted with single or double pens.

The Carter Mechanical Pencil—precision built with a smooth propel-repel-expel action.

Practical and attractive accessories such as Traveler's Cases and special Gift Boxes.

Plenty of Assistance in Selling The Carter Pen

SOME OF THE SELLING HELPS FOR THE CARTER LINE INCLUDE:—

Color pages in *Collier's* and black and white pages in the *Saturday Evening Post* at the important selling seasons during the year.

Window and Counter Signs; Window Displays; and printed matter with your name and address.

Special set boxes without charge on all pens and pencils sold as sets; trays for your show cases; counter and floor cases on liberal terms.

Details of our coöperation are explained in the pages that follow.

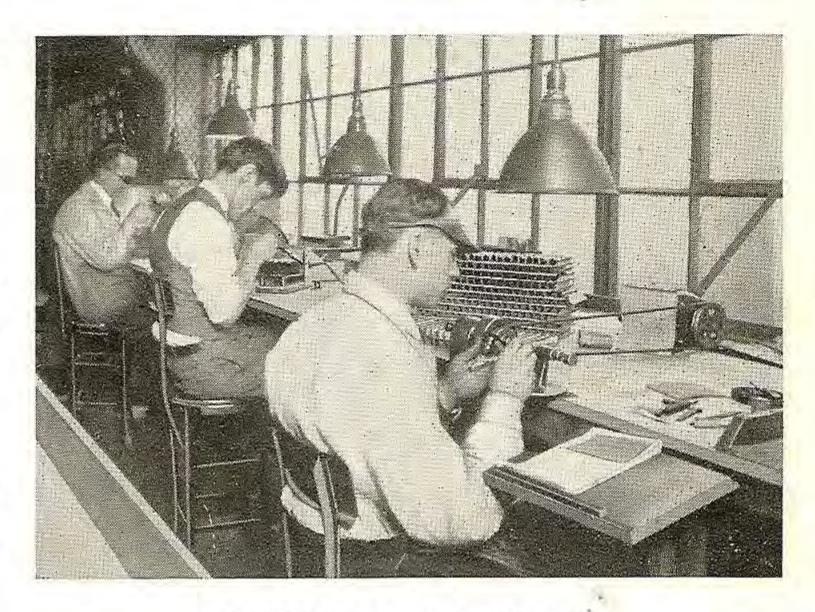
As our success and yours in the pen business depends upon giving the consumer what is wanted, we will appreciate at all times your comments, suggestions and criticisms of the Carter line.

THE CARTER'S INK COMPANY (Cambridge Station)

BOSTON, MASSACHUSETTS

9–11 West Austin Ave. Chicago, Illinois

74 Duane Street New York City



SMOOTHING PEN POINTS

The Carter Osmiridium Point must be velvety smooth to the writer's touch before it is passed to the Inspection Department and it must pass here a final minute inspection before being placed in stock for your use.



FINAL INSPECTION

A section of our Inspection Department where completed pens are tested for the action of the filler device, filled with ink, given a writing test, and passed on to the final inspector to be cleaned again and sent to the Packing Department.

A Liberal Guarantee On All Carter Pens



All Carter Pens selling at \$5.00 or more with Flexible or Stiff nibs are unconditionally guaranteed. Pens selling at \$3.50 or less carry a general guarantee. (See exact wording of both guarantees on color pages.)



SEASONING VAULTS

The Carter's Ink Company uses the new unbreakable materials in making pens and pencils which makes seasoning necessary. The vaults shown contain raw stock both in rod form and cut rough shapes, together with partly finished caps and barrels, which are returned to this process several times during manufacture. Through regulated temperature, the material is properly seasoned so that when the pen is completed there will be no danger of its shrinking or changing



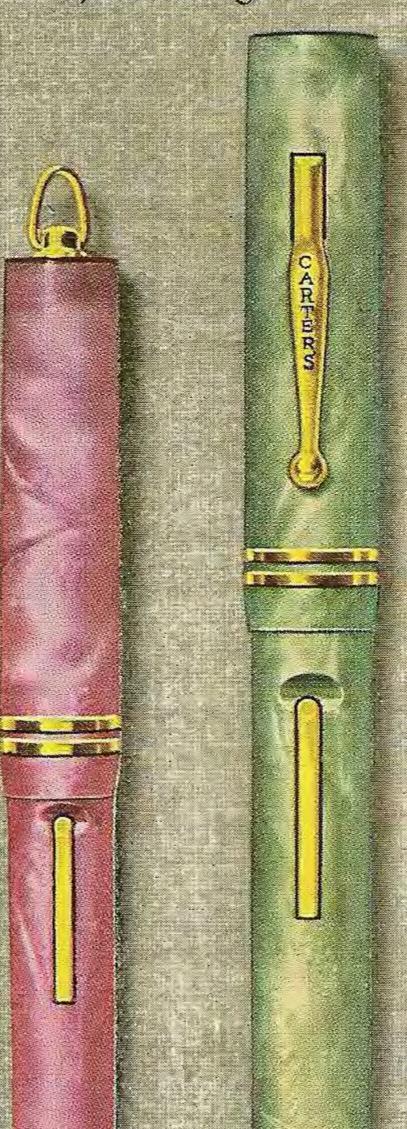
TOOL AND GAUGE DEPARTMENT

shape. Bear in mind that this seasoning is in addition to what the manufacturer has already given the material before it is shipped to us.

In the Tool Department, a force of men is kept constantly at work making new tools and gauges so that Carter Pens and Pencils may maintain their reputation as precision-made writing instruments.

CARTER'S PEARLTEX PENSO

New and Beautiful Iridescent Colors



Rose Petal No. 12233 (Ladies' Size) (With Ring)

\$6.00

CARTER (INX)

Wave Green No. 14125 \$8.00 (With Clip)

DEM

(XNI)

CAHTER

No. 14233 6.00 (Ladies' Size) (With Ring)

Pearl No. 11117 (With Clip) \$10.00 No. 11125 (With Clip) 8.00

No. 11233 (Ladies' Size) 6.00 (With Ring)

DEM

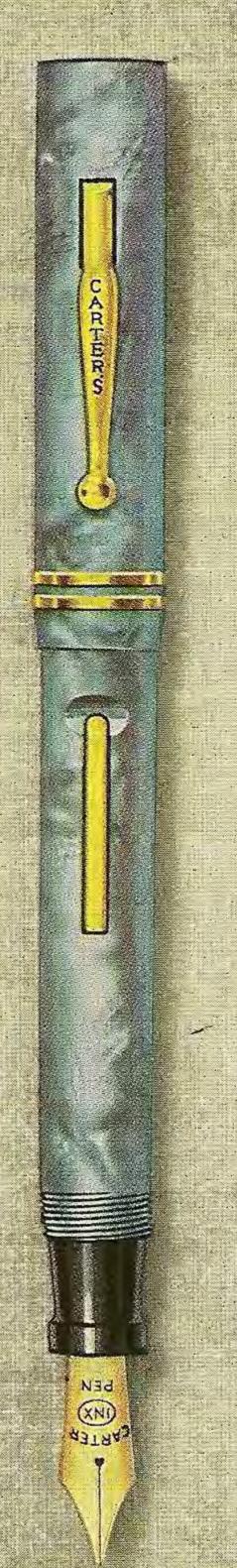
(INX)

CARTER

Cerulean Blue No. 13125 \$8.00 (With Clip)

No. 13233 6.00 (Ludies' Size) (With Ring)

The Grue Effect of Mother of Pearl



Pearl 1153 1154 No. 1153, Long \$5.00. (With Clip)

No. 1154, Short - 4.00 (Ladies' Size, with Ring) No. 1155, Med. - 4.50 (With Clip)

Rose Petal Pencil

No. 1254 (With Ring)

\$4.00

Wave Green Pencils No. 1455, Medium (With Clip) \$4.50 No. 1454, Short (With Ring) 4.00

Cerulean Blue Pencils No. 1355, Medium (With Clip) \$4.50 No. 1354, Short (With Ring) 4.00

THE CARTER PEN GUARANTEE

The Carter's Ink Company guarantees all Pens selling at \$5.00 or more without reserve against everything but loss for the life of the user, providing the entire pen, with all broken parts is returned to the factory postage paid. A charge will be

made for missing parts only. Other Carter Pens at \$3.50 and \$2.75 are guaranteed indefinitely against any defects in materials or workmanship as well as wear. Misuse and abuse are not covered in this guarantee on pens selling at these prices.



10135 Lacquer Red 4233 Red-Black 9135 Green 10233 Lac. Red 5135 Blue 9233 Green 4135 Red-Black 5233 Blue 2135 Black Pol. 2233 Black Pol. Gold Ring, Band Gold Ring, Band

and Lever

Retail \$5.00

and Lever and Lever
Retail \$3.50 Retail \$3.50

INTS. All items are regtocked in t

2223 Black Pol. 10223 Lac. Red 9223 Green 5223 Blue 4223 Red-Black Gold Clip, Band and Lever

10117 Lac. Red 9117 Green 4117 Red-Black ck 2117 Black Pol. Gold Clip, Band and Lever Retail \$7.00

5117 Blue

(NI)

CARTER

9125 Green 10125 Lac. Red 5125 Blue 4125 Red-Black 2125 Black Pol. Gold Clip, Band and Lever Retail \$5.00

M3d

(MX)

ENATER.

953 Green 1053 Lac. Red 553 Blue 453 Red-Black 253 Black Pol. Gold Clip and Band Retail \$3.50

554 Blue 1054 Lac. Red 954 Green 454 Red-Black 254 Black Pol. Gold Ring and Band Retail \$3.00

CARTER

PEN POINTS. All items are regularly stocked in FLEXIBLE—Medium or Fine STIFF—Medium or Fine SPECIAL POINTS Either Flexible or Stiff

even flow without pressure.

Be sure to specify point wanted on each item ordered

The Flexible Nib is the easiest writer for

the average hand—it gives a free and

Medium Length

955 Green 1055 Lac. Red

555 Blue 455 Red-Black

255 Black Polished

Gold Clip and Band

Retail \$3.50

Carter's Fountain Pens-Price List

And Now It's Carter's Pearltex Pens

For beauty and craftsmanship there is nothing that approaches the latest Carter offering—Pearltex. For years the public has called for a Mother-of-Pearl Pen similar to the "class" pen of preceding generations—until Carter perfected Pearltex—real Mother-of-Pearl—all efforts to make such a pen were of no avail.

Now Carter's Pearltex, made by a patented and exclusive process, is found in four rich lustrous colors, each with a sheen that is without a rival.

Color	Catalog No.	Description			
PEARL	11117	Long barrel with Clip. Black top. Cap band, clip and lever of gold.	\$10.00		
	11125	Medium barrel with Clip. Black top. Cap band, clip and lever of gold.	8.00		
	11233	Short barrel with Ring. Double cap bands, ring and lever of gold.	6.00		
	11237	" Clip. " clip " " "	6.00		
	112334C	Travelling Case of Pearl with 11233 Pen and 1154 Pencil.	12.00		
ROSE	12233	Short barrel with Ring. Double cap bands, ring and lever of gold.	6.00		
PETAL	12237	" Clip. " " clip " " "	6.00		
	122334C	Travelling Case of Rose Petal with 12233 Pen and 1254 Pencil.	12.00		
CERULEAN	13125	Medium barrel with Clip. Double cap bands, clip and lever of gold.	8.00		
BLUE	13233	Short barrel with Ring. Double cap bands, ring and lever of gold.	6.00		
	13237	" " Clip. " " clip " " "	6.00		
	132334C	Travelling Case of Cerulean Blue with 13233 Pen and 1354 Pencil.	12.00		
WAVE	14125	Medium barrel with Clip. Double cap bands, clip and lever of gold.	8.00		
GREEN	14233	Short barrel with Ring. Double cap bands, ring and lever of gold.	6.00		
	14237	" Clip. " " clip " " "	6.00		
	142334C	Travelling Case of Wave Green with 14233 Pen and 1454 Pencil.	12.00		

Carter's Coralite Pens

Carter's Blue, Green, Lacquer Red, etc., acceptance by the public should convince every dealer that these colors are considered standard. They represent the present vogue in What's What.

CORALITE	5117	Long barrel with Clip. Double cap bands, clip and lever of gold.	\$7.00
	5125	Medium barrel with Clip. Double cap bands, clip and lever of gold.	5.00
	5135	Short barrel with Ring. Double cap bands, ring and lever of gold.	5.00
	5136	" " Clip. " " clip " " "	5.00
,	5223	Medium barrel with Clip. Double cap bands, clip and lever of gold.	3.50
	5233	Short barrel with Ring. Double cap bands, ring and lever of gold.	3.50
	5237	" Clip. " " clip " " "	3.50
	52334C	Travelling Case, Blue Mother of Pearl, 5233 Pen and 554 Pencil.	8.00
	51354C	" " " 5135 " " 554 "	9.50

Carter's Fountain Pens-Price List-Coralite-Continued

Color	Catalog No.	Description	Retail Price
CORALITE	9117	Long barrel with Clip. Double cap bands, clip and lever of gold.	\$7.00
GREEN	9125	Medium barrel with Clip. Double cap bands, clip and lever of gold.	5.00
	9135	Short barrel with Ring. Double cap bands, ring and lever of gold.	5.00
	9136	" " Clip. " " clip " " "	5.00
	9223	Medium barrel with Clip. Double cap bands, clip and lever of gold.	3.50
	9233	Short barrel with Ring. Double cap bands, ring and lever of gold.	3.50
	9237	" " Clip. " " clip " " "	3.50
	92334C	Travelling Case, Green Mother of Pearl, 9233 Pen and 954 Pencil.	8.00
	91354C	" " " 9135 " " 954 "	9.50
CORALITE	10117	Long barrel with Clip. Double cap bands, clip and lever of gold.	7.00
LACQUER	10125	Medium barrel with Clip. Double cap bands, clip and lever of gold.	5.00
RED	10135	Short barrel with Ring. Double cap bands, ring and lever of gold.	5.00
187	10136	" " Clip. " " clip " " "	5.00
	10223	Medium barrel with Clip. Double cap bands, clip and lever of gold.	3.50
	10233	Short barrel with Ring. Double cap bands, ring and lever of gold.	3.50
	10237	" " Clip. " " clip " " "	3.50
	102334C	Travelling Case, Maize Mother of Pearl, 10233 Pen and 1054 Pencil	8.00
	101354C	" " " 10135 " " 1054 "	9.50
RED-BLACK	4117	Long barrel with Clip. Double cap bands, clip and lever of gold.	7.00
MOTTLED	4125	Medium barrel with Clip. Double cap bands, clip and lever of gold.	5.00
	4135	Short barrel with Ring. Double cap bands, ring and lever of gold.	5.00
	4136	" " Clip. " " clip " " "	5.00
	4223	Medium barrel with Clip. Double cap bands, clip and lever of gold.	3.50
	4233	Short barrel with Ring. Double cap bands, ring and lever of gold.	3.50
	4237	" Clip. " clip " " "	3.50
	42334C	Travelling Case, Maize Mother of Pearl, 4233 Pen and 454 Pencil.	8.00
	41354C	" " " 4135 " " 454 "	9.50
TURQUOISE	6233	Short barrel with Ring. Double cap bands, ring and lever of gold.	3.50
BLUE	6237	" Clip. " clip " " "	3.50
1	62334C	Travelling Case, Maize Mother of Pearl, 6233 Pen and 654 Pencil.	8.00
SQUIRREL	7233	Short barrel with Ring. Double cap bands, ring and lever of gold.	3.50
GRAY	7237	" " Clip. " " clip " " "	3.50
	72334C	Travelling Case, Maize Mother of Pearl, 7233 Pen and 754 Pencil.	8.00

Black Polished and Red Polished Carter's Fountain Pens

BLACK	2117	Long barrel with Clip. Double cap bands, clip and lever of gold.	\$7.00
POLISHED	2125	Medium barrel with Clip. Double cap bands, clip and lever of gold.	5.00
	2135	Short barrel with Ring. Double cap bands, ring and lever of gold.	5.00
	2136	" " Clip. " " clip " " "	5.00
	2223	Medium barrel with Clip. Double cap bands, clip and lever of gold.	3.50
	2233	Short barrel with Ring. Double cap bands, ring and lever of gold.	3.50
-	2237	" Clip. " " clip " " "	3.50
	22334C	Travelling Case, Maize Mother of Pearl, 2233 Pen and 254 Pencil.	8.00
	21354C	2135 254	9.50

Price List-Black and Red Carter's Fountain Pens-Continued

Color	Catalog No.	Description		
RED POLISHED	1117	Long barrel with Clip. Double cap bands, clip and lever of gold.	\$7.00	
	1125	Medium barrel with Clip. Double cap bands, clip and lever of gold.	5.00	
	1135	Short barrel with Ring. Double cap bands, ring and lever of gold.	5.00	
	1136	" " Clip. " " clip " " "	5.00	
	1223	Medium barrel with Clip. Double cap bands, clip and lever of gold.	3.50	
	1233	Short barrel with Ring. Double cap bands, ring and lever of gold.	3.50	
	1237	" " Clip. " " clip " " "	3.50	
	12334C	Travelling Case, Maize Mother of Pearl, 1233 Pen and 154 Pencil.	8.00	
	11354C	" " " 1135 " " 154 "	9.50	
SPECIAL	2323	Medium barrel of black. Clip and lever of gold.	2.75	
PENS	2333	Short barrel of black. Ring and lever of gold.	2.75	

CARTER PEN POINTS

Pen points are classified as **flexible medium** or **flexible fine**; **stiff medium** or **stiff fine**.

The flexible nib is the easiest writer for the average hand:—it gives a free and even flow without pressure.

Special points either **flexible** or **stiff** can be supplied.

Carter PROPEL, REPEL Pencils

Bands, Rings and Clips of gold

Color	Number	Length	Price
	Carter's	Pearltex	
DEADI	1153	long with clip	\$5.00
PEARL	1155	medium with clip	4.50
1153, 1154 and 1155 have Black Tips and Gold Trimmings	1154	short with ring	4.00
ROSE PETAL	1254	short with ring	4.00
	1355	medium with clip	4.50
CERULEAN BLUE	1354	short with ring	4.00
	1455	medium with clip	4.50
WAVE GREEN	1454	short with ring	4.00
	Carter's		2.70
	553	long	3.50
BLUE	555	medium	3.50
	554	short	3.00
GREEN	953	long	3.50
	955	medium	3.50
	954	short	3.00
	1053	long	3.50
RED LACQUER	1055	medium	3.50
	1054	short	3.00
RED-BLACK	453	long	3.50
MOTTLED	455	medium	3.50
	454	short	3.00
TURQUOISE BLUE	654	short	3.00
SQUIRREL GRAY	754	short	3.00
	Carter's Bla	ick and Red	
BLACK	253	long	3.50
POLISHED	255	medium	3.50
	254	short	3.00
RED	153	long	3.50
POLISHED	155	medium	3.50
	154	short	3.00

Carter Pencil Leads

No. L D 24 TWO DOZEN LEAD DISPLAY

Please order Special Assortments on this display by Catalogue No. No less than 6 Tubes of a Degree. Standard packing is 1 dozen Medium, ½ dozen Hard, ½ dozen Soft.

CARTER'S LEADS

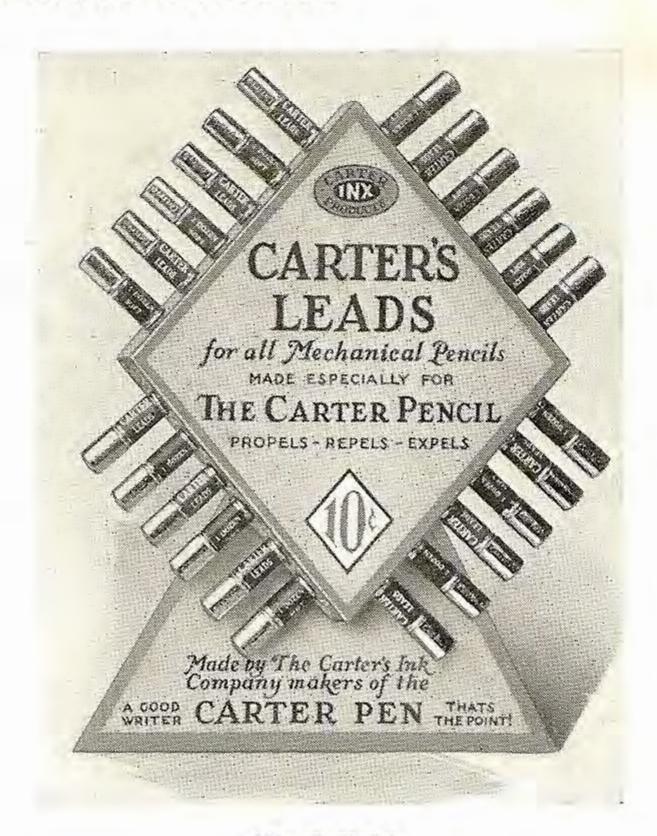
Made from selected materials to insure satisfactory use in any pencil. Packed 12 leads in a metal tube, full count, 12 tubes of a color in a slip cover box.

PA1—Soft
PA2—Medium
PA3—Hard
PA4—Indelible

RETAIL 10c. a Tube

O PA5—Red L PA6—Green PA7—Blue

RETAIL 15c. a Tube



No. L D 24
RETAIL \$2.40 each

No. L D 96 EIGHT DOZEN LEAD DISPLAY

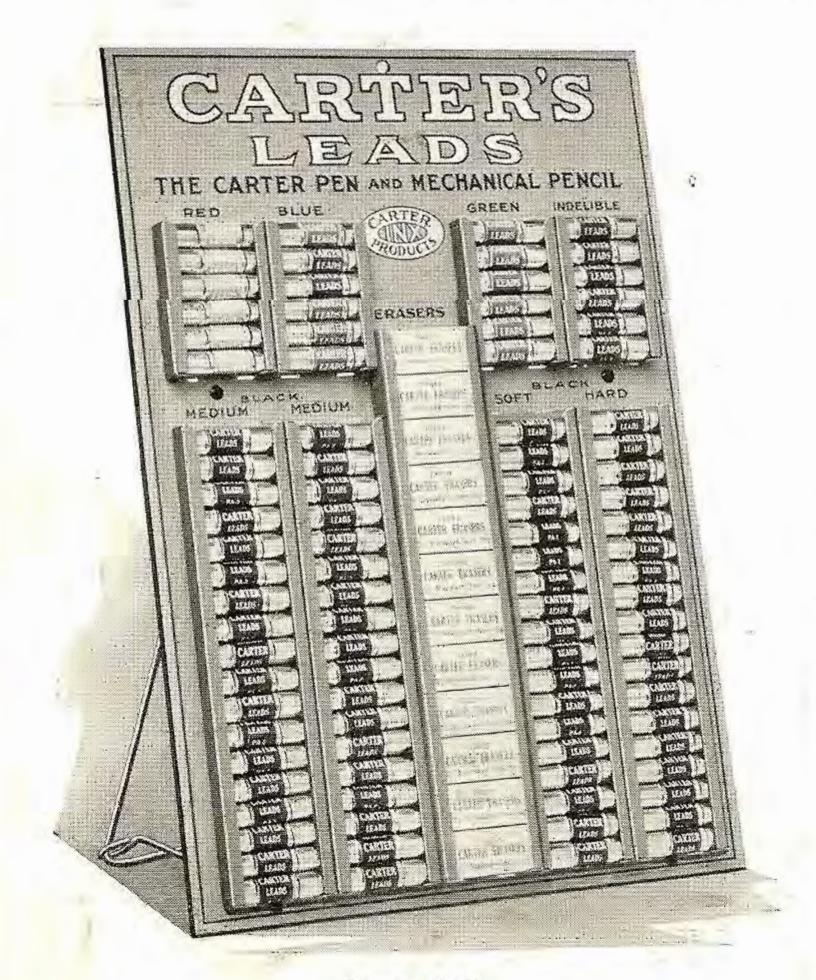
CARTER'S LEADS

AND ERASERS

- 3 Dozen Tubes A-2 Medium
- 1½ Dozen Tubes A-1 Soft
- 1½ Dozen Tubes A-3 Hard
- 6 Dozen Tubes at 10 cents retail
- Dozen Boxes 2 Erasers each, retail \$1.20

\$7.20

- ½ Dozen Tubes A-4 Indelible
- ½ Dozen Tubes A-5 Red
- ½ Dozen Tubes A-6 Green
- ½ Dozen Tubes A-7 Blue
- Dozen Tubes at 15 cents retail, \$3.60 TOTAL RETAIL VALUE \$12.00



No. L D 96 RETAIL \$12.00 each

CARTER'S ERASERS

Best grade red rubber to fit standard size barrels and oversize Carter pencils.

01—Four oversize erasers in box

RETAIL 10c. a Box

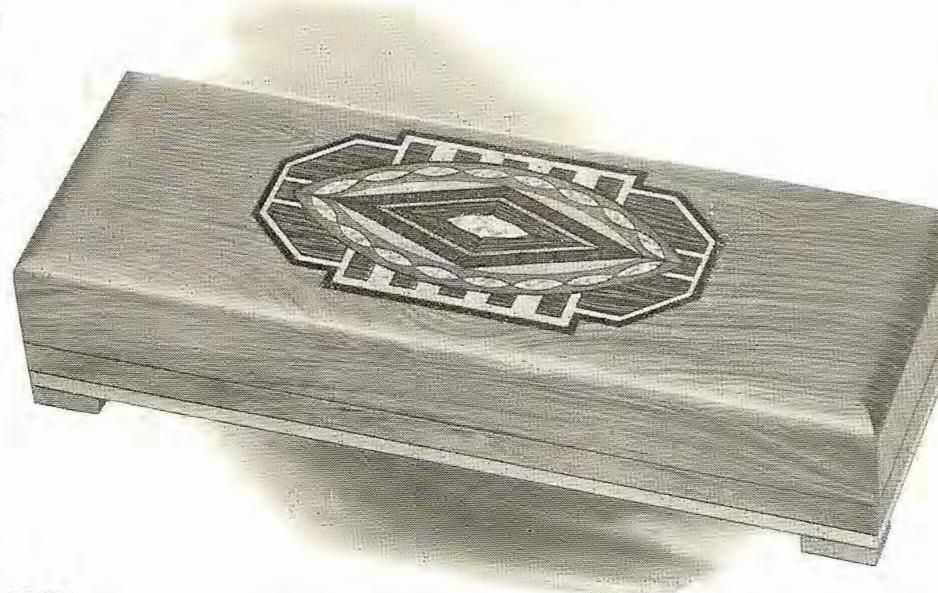
02—Two standard erasers with metal holders in box.

RETAIL 10c. a Box

SPECIAL BOXES FOR SETS

GENUINE RED CEDAR with dull rubbed finish, inlay design transfer, two pairs brass hinges. Box rests on low feet giving chest effect.

> List Price \$1.00 each



Length: 7½ inches.
Width: 2¾ inches.
Packed in chip board
mailing box.
No. XC141
For Men's Medium
or Long Pen and
Pencil.
No. XC143
For Ladies' Short
Pen and Pencil.

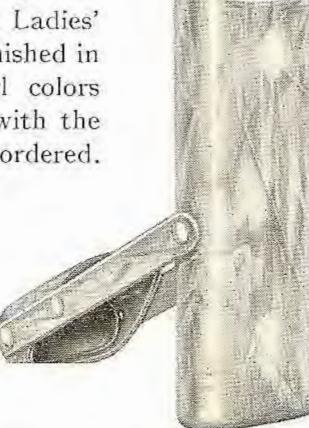
Here is a new and exclusively Carter Pen and Pencil Gift Box for the class of trade that wants the best and is willing to pay the price. Selected Red Cedar, attractively proportioned, with a custom-made look that sells the box.



Interior view of Red Cedar Chest Box. Silk plush base and satin pad of champagne color.

TRAVELING CASES

Traveling Cases for the \$3.50 Ladies' pen and \$3.00 Ladies' pencil, or the \$6.00 Pearltex Ladies' pen and the \$4.00 Pearltex Ladies' pencil, are furnished in mother-of-pearl colors to harmonize with the pen and pencil ordered.



Sold Complete with
Coralite Pen and Pencil, Retail Price \$8.00
Pearltex Pen and Pencil, Retail Price \$12.00



Carter Pens and Pencils sold as Gift Sets are packed in attractive set boxes.

No. XC61Y-Red and Gold, cream base lining-for men's sets.

No. XC63Y—Same style for ladies' pens.

No. XC61K-Black and Gold, black lining for men's sets.

No. XC63K—Same style for 'ladies' pens.



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Price List-Carter Desk Stands

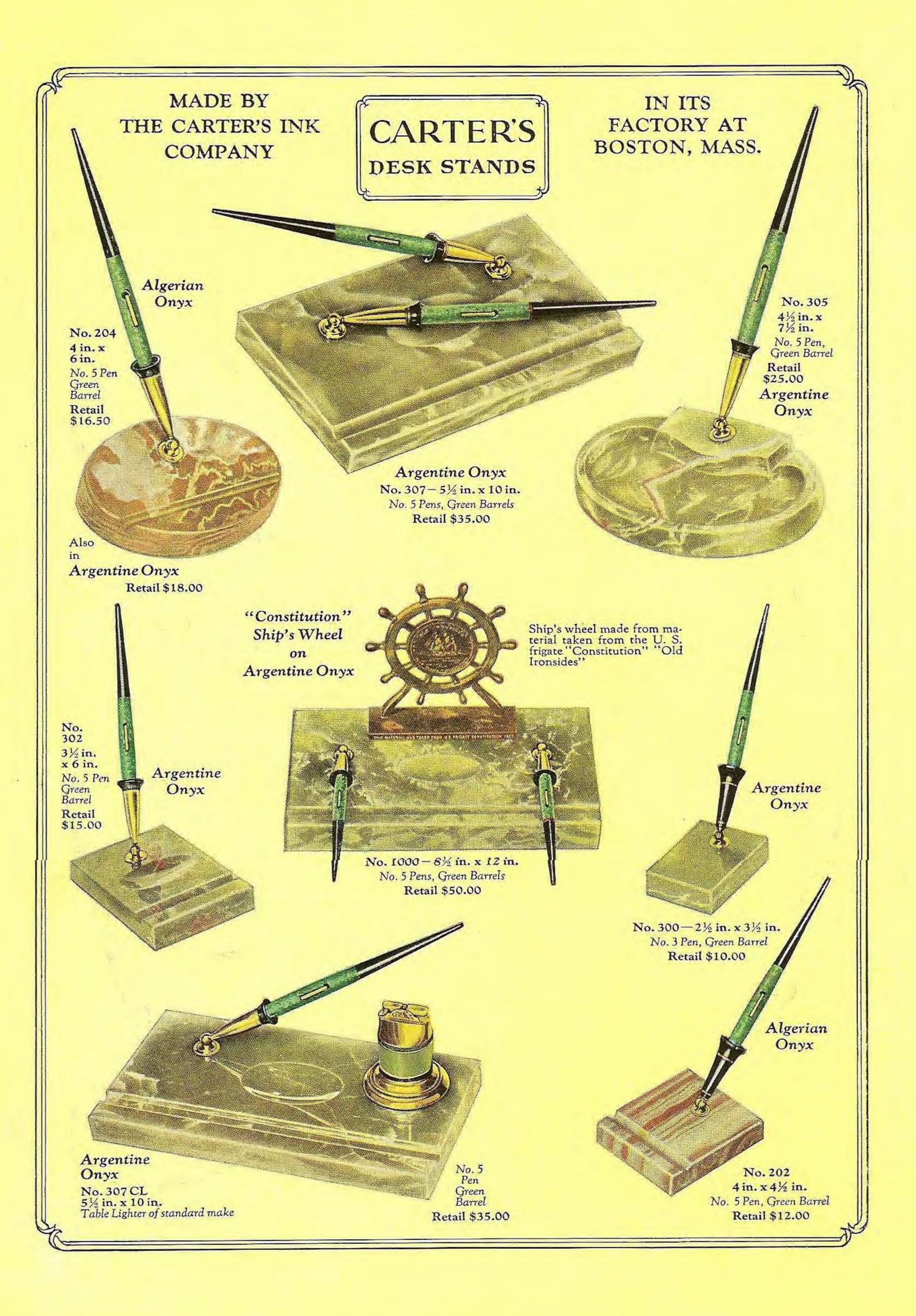
WITH THE CARTER OSMIRIDIUM PEN

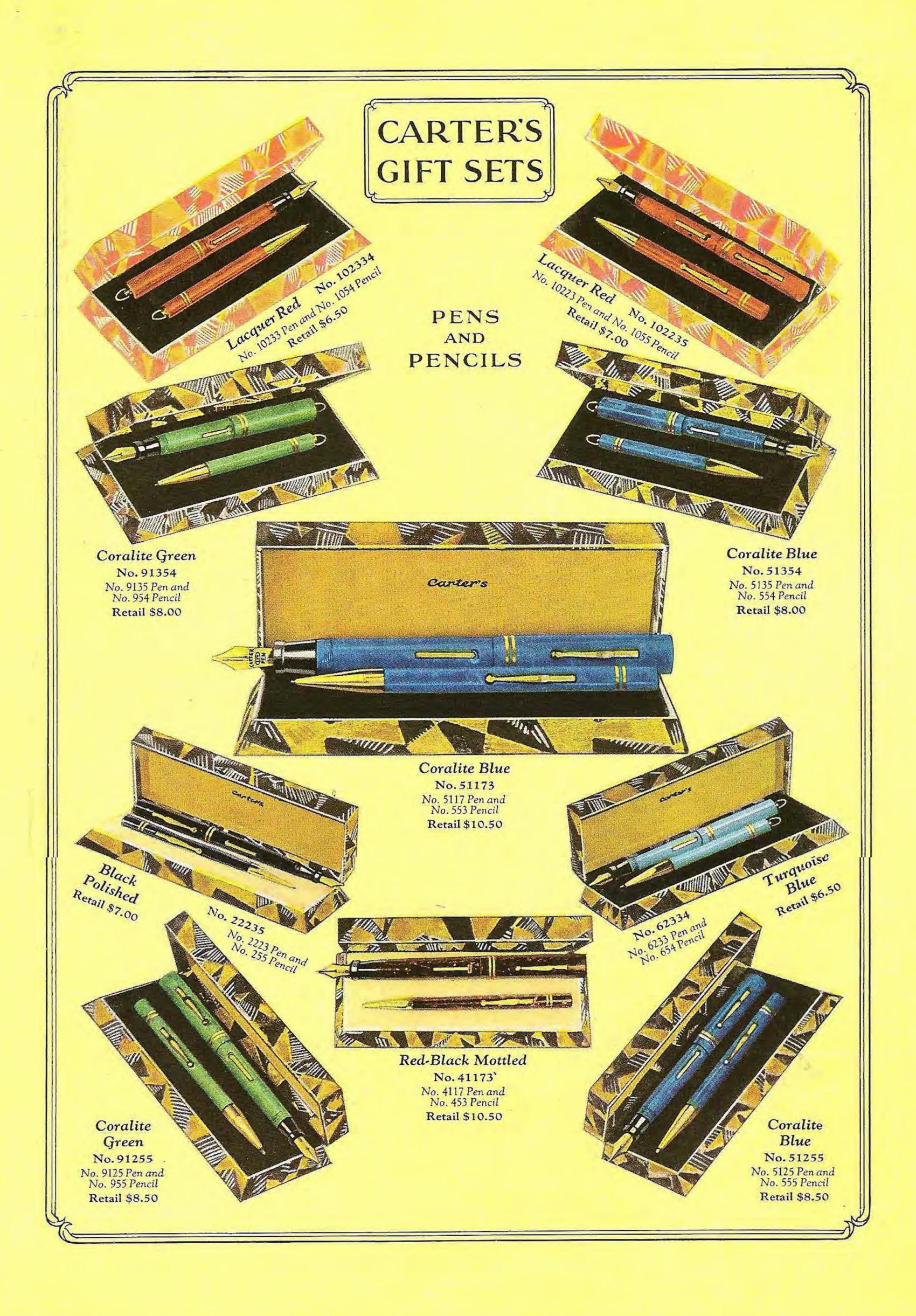
No.	Base Material	Description	Color of Pen barrel	Base Size		Retail Price	No.
200		Single Pen Stand, Molded Receiver	Green	2½" x 3½"		\$8.00	200
202 204	Algerian	Oval Single Pen Stand, Gold Receiver		4" x 4½" 4" x 6"	5,	12.00	202
207	Onyx	Double Pen Stand, Gold Receivers	2 Gr. (1 with red circlet)		5	16.50 28.00	204 207
207CL		Single Pen Stand, Gold Receiver, Stand-				220000000	
		ard Cigar Lighter	Green	$5\frac{1}{2}$ " x 10"	5	28.00	207CL
300		Single Pen Stand, Molded Receiver	Green	$2\frac{1}{2}$ " x $3\frac{1}{2}$ "		10.00	300
302 304	Green	Oval Single Pen Stand, Gold Receiver	44	3½" x 6" 4½" x 6"	5	15.00 18.00	302 304
305	Argentine	Oval Deep Scoop Single Pen Stand, Gold				10.00	001
205	Onyx	Receiver		4½" x 7½"	5	25.00	305
307 307CL		Double Pen Stand, Gold Receivers Single Pen Stand, Gold Receiver, Stand-	2 Gr. (1 with red circlet)	5½" x 10"	5	35.00	307
our GL		ard Cigar Lighter	Green	5½" x 10"	5	35.00	307CL
41	Black Glass, Polished		Blue		3	7.50	41
42	" " " "		**	4.11	5	9.00	42
43	Polished Stone, Marblite design	Oblong Single Pen Stands Molded Receivers	**	All are 4" x 4½"	3	8.50	43
44	Polished Stone,	Oblong Single Pen Stands, Molded Receivers		T X 172	3	0.50	43
70042	Marblite design				5	10.00	44
63		Single Pen Stand, Molded Receiver	Blue	4" x 4½"		8.50	63
65 68	Black Glass, Polished with Etched Center	11 11 11 11 11 11	66	4" x 4½" 4" x 7"	5	$10.00 \\ 12.00$	65 68
69	Panel Center	Double " " Gold Receivers	2 "	4½" x 9"	5	20.00	69
79/3	C (otherwise)		(1 with red circlet)	-72			
69CL		Single " " Receiver, Stand-		41/11 011	-	20.00	COCT
02	Motol Vondo	ard Cigar Lighter Hexagonal Single Pen Std., Molded Rec'r	Blue	$\frac{41/2'' \times 9''}{21/4' - 21/4'}$	3	20.00	69CL
93 94	Metal—Verde Metal—Blue	Shield Shape Single Pen Stand,	Green	$3\frac{1}{2}$ " x $3\frac{1}{2}$ "	3	7.50	93
4.4	Crackle Finish	Molded Receiver	Blue		3	6.50	94
95	Oxidized Silver	Single Pen Stand, Molded Receiver	Blue	4" x 4½"	3	6.50	95
96	Brass	Single Pen Stand, Perpetual Calendar,				120.00	5.8.4.
		Molded Receiver	Green	6" x 4½"	3	15.00	96
97 98	Bronze Finish	Round Single Pen Stand, Molded Receiver Double Pen Stand, Molded Receivers	Blue 2 Green	3½" dia.	3	6.50	97 98
98		Double Fell Stand, Worded Receivers	(1 with red circlet)	4½"x10½"	3	18.00	90
99	4 Bronze Finishes	Pheasant Desk Outfit, Blotter 13" x 20"	Blue		3	25.00	99
100	Same as No. 99	" " " 19" x 24"			5	28.00	100
		Both have Gold Receiver					
112	Green Inlay			10000		25.00	112
113 114	Silver Flower Inlay Hammered	Ladies' Single Pen Stand, Silver Receiver	Pear1	$2\frac{1}{2}$ " x $3\frac{1}{2}$ "	3	25.00 18.00	113 114
115	Engine Turned	C C	Pearltex		Short		115
120	Black and White	Shield Shape Single Pen Stand	Pearl Pearltex	3" x 43/8"	3	16.00	120
		Oval Chana Cinala Dan Stand	D 1 D 1	San	Short	1= 00	404
121	Pyroxylin	Oval Shape Single Pen Stand Both have Gold Receiver	Pearl Pearltex	$3'' \times 4 \frac{3}{8}''$	3 Short	15.00	121
	"Constitution" Ship's				Oraco ex	_	-
1000	wheel on Green	Double I di blandi dola recommenda	2 Green	8½" x 12"	5	50.00	1000
****	Onyx Base	Ship's Wheel made from material taken from the U.S. Frigate Constitution—"Old Ironsides"	(1 with red circlet)				
20	D . 35 11	Oblong Single Pen Stand, Molded Receiver	Mottled Red-Black	,	3	8.00	20
22 24	Portoro Marble Black and Gold Vein	Oval " " Gold "		4" x 4½" 4" x 6"	5	12.00 16.50	22 24
27	Diack and Gold Veni	Oblong Double Pen Stand, Gold Receivers	2 "	5½" x 10"	5	28.00	27
			(1 with red circlet)			2000	
30		Oblong Single Pen Stand, Molded Receiver	Green	$2\frac{1}{2}$ " x $3\frac{1}{2}$ "	3	8.00	30
32 34	Onyx	Oval " " Gold "	66	3½" x 6" 4" x 6"	5	12.00 16.50	32 34
37	Ollya	Oblong Double " Gold Receivers	2 "	5½" x 10"	5	28.00	37
			(1 with red circlet)				
71	Class Court I Di	Oblong Single Pen Stand, Molded Receiver		3½" x 6"	5	12.00	71
74 77	Clear Crystal Plate Glass	Oval " " Gold " Double Pen Stand, Gold Receivers	Green	4" x 6" 5½" x 10"	5	16.50 28.00	74 77
14.4	O24400	20dbio 1 oii otana, ooia recenters	(1 with red circlet)	5/2 A 10		20.00	
	Clear Plate Glass with				ANICE TO .	Coll And	at 's
	"Old Ironsides"	Single Pen Stand, Molded Receiver	Blue	3½"x 6"	5	12.00	701
701	D 1. 1 01						
	Design under Glass	C: 1 D C: 1 34 11 1 D	Di	0// 5//	-	10.00	04
701	Bronze Finish	Single Pen Stand, Molded Receiver	Blue	3" x 5"	3	10.00	91
	The state of the s	Single Pen Stand, Molded Receiver Single Pen Stand, Molded Receiver Single Pen Stand, Molded Receiver		3" x 5" 4½" x 6" 3" x 4"	3 5 3	$\frac{10.00}{12.00}$ $\overline{7.00}$	91 92 110

Note: All Pen Barrel Tips are Black

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Carter Desk Stands

WITH THE CARTER OSMIRIDIUM PEN

Carter Desk Stands for this season cover all the popular shapes and combinations as well as materials: Green Onyx—Brown (Algerian) Onyx—Mexican Onyx—Bronze in several finishes—Oxidized and Polished Silver Plate; as well as the standard specialties: Crystal Plate, Polished Black Glass and Marble.

The new Carter Gold Receiver was crafted and designed for us exclusively by a leading jewelry manufacturer. It is beautifully proportioned with a graceful taper from swivel to its bell lipped black top. It is ornamented by tasteful chasing where the metal meets the rubber top. The stands below show this beautiful receiver.

CARTER'S

"Occasion"

DESK STANDS

For Unusual Gifts at Special Occasions

Newest
Additions to the
Carter
Line



THE CARTER LINE

includes stands

for

All types of Office Desks

Bank Desks

Hotel Office and Room

Desks

Gifts by Business Firms

Ladies' Desks

Personal Gifts for all occasions

No. 3000

Antique Bronze Finish, double lights with single pull. Ball and socket joint permits tilting shade at any angle.

plete without Bulbs, \$75.00



No. 3200

Antique Bronze Finish, single light with button switch, cord and plug. Bell shaped shade adjustable to any angle.

Equipped with a Carter Green Coralite Pen Complete without Bulb, \$25.00 No. 3100

Antique Bronze Finish, single light with pull. Ball and socket joint permits tilting shade at any angle.

Equipped with a Carter Blue Coralite Pen Complete without Bulb, \$50.00

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Carter Desk Stands

WITH THE CARTER OSMIRIDIUM PEN



"Occasion" DESK STANDS

or those who select the unusual gift at special Poccasions, - the committee or the individual, -Carter's "Occasion" DESK STANDS offer distinctive designs in a variety of desk pen combinations.

No. 2100

Horse and Warrior Desk Stand

Mexican Onyx Base

10 inches long; 7 inches wide; 1 inch thick No. 9145 Green Pen regularly supplied. Any color pen supplied on order.

RETAIL PRICE \$50.00

No. 2300

Horse and Warrior Desk Stand

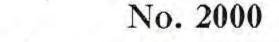
Pedrara Onyx Base

8½ inches in diameter

No. 5145 Blue Pen regularly supplied. Any color pen supplied on order.

RETAIL PRICE \$35.00





Clock Desk Stand

Mexican Onyx Base

14 inches long; 8 inches wide; 1½ inches thick

No. 9145 Green Pens regularly supplied. Any color pens supplied on order. Telechron Electric Time. Gold dial and bezel ring. White silk cord with split plug.

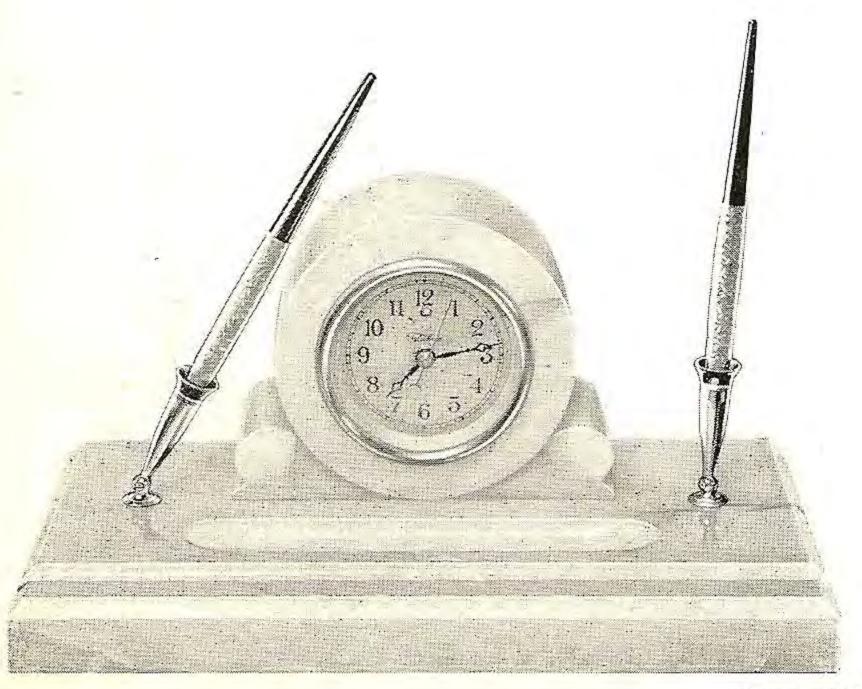
To be sold and used under the following condition: to be used only on 110 volts alternating current where master clock regulation from power house is available. Supplied in 60 cycles, but available in 50, 40 or 25, or to cover practically any cycle rating.

RETAIL PRICE \$125.00 EACH

No. 2700

Same base as No. 2000 but furnished with Seth Thomas eight-day seven-jewel movement with raised bronze numeral dial and key wind.

RETAIL PRICE \$135.00



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Carter Desk Stands

WITH THE CARTER OSMIRIDIUM PEN

"Occasion" DESK STANDS

Have the smooth writing osmiridium point Carter Pen, the attractive gold and black receiver, especially designed for Carter, and the finest grade and color of Pedrara Onyx for bases.



No. 2500

Pelican Desk Stand

Pedrara Onyx Base

8½ inches in diameter

No. 5145 Blue Pen regularly supplied. Any color pen supplied on order.

RETAIL PRICE \$40.00

No. 2600

Pelican Desk Stand

Mexican Onyx Base

10 inches long; 7 inches wide; 1 inch thick No. 9145 Green Pen regularly supplied. Any color pen supplied on order.

RETAIL PRICE \$60.00



No. 2200

Cowboy Desk Stand

Mexican Onyx Base

12 inches long; 8 inches wide; 1 inch thick No. 5145 Blue Pen regularly supplied. Any color pen supplied on order.

RETAIL PRICE \$60.00



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WITH THE CARTER OSMIRIDIUM PEN

"Occasion"
DESK STANDS

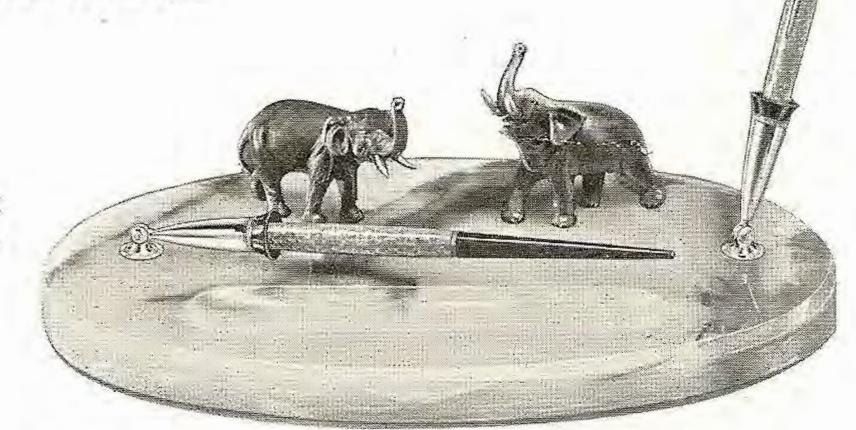
No. 2400

Elephant Desk Stand

Mexican Onyx Base

131/4 inches long; 83/8 inches wide; 1 inch thick
No. 9145 Green Pens regularly supplied. Any color pens
supplied on order.

RETAIL PRICE \$60.00





Green Onyx Base

Ship's Wheel made from material taken from the U. S.

Frigate Constitution—"Old Ironsides"

No. 1000

8½ in. x 12 in. No. 5 Pens, Green barrels \$50.00



No. 94 Metal—Blue Crackle

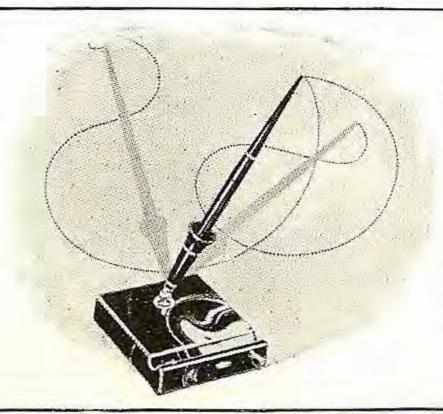
Shield shaped single pen stand. Varnished light and dark blue crackle finish. Equipped with clip scoop and pencil groove.

Regular No. 3 Blue Coralite Pen Molded receiver

\$6.50

PENS ADJUSTED TO ANY ANGLE!

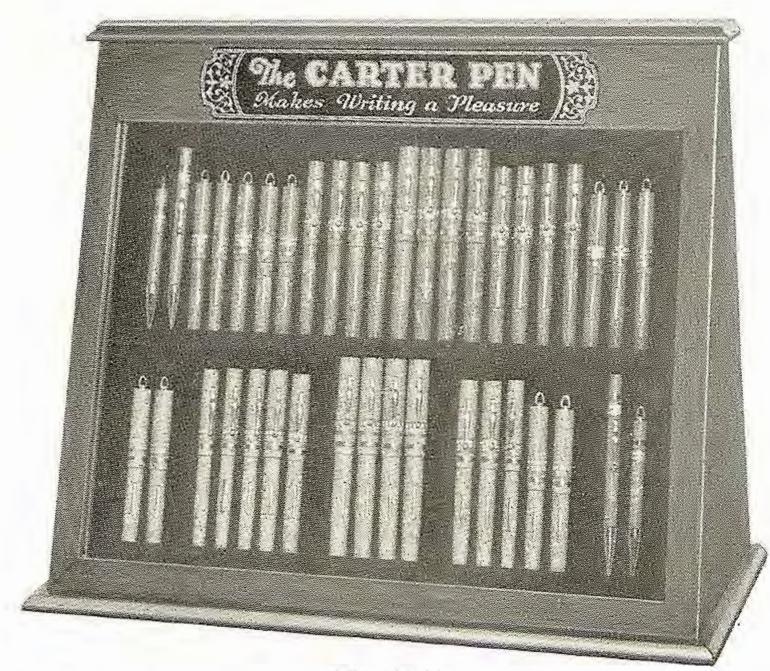
A special swivel joint fastens the pen socket to the base and permits the pen to be adjusted to any desired position. The swivel action is entirely free without fixed positions—something exclusive in Carter Desk Stand construction.



PENS LIE FLAT FOR SAFETY!

This is a two-fold talking point—first, it permits the stand being put away and locked up, and second, allows the pen to be placed in this position when not in use, lessening the chance of injury when a roll-top desk cover is lowered or when someone brushes against the stand while it is on the desk.

Pen and Pencil Display Cases



No. 9460

FOUR DOZEN UPRIGHT DISPLAY CASE Length: 20½ in. Width: 7¾ in. Height: 16 in.

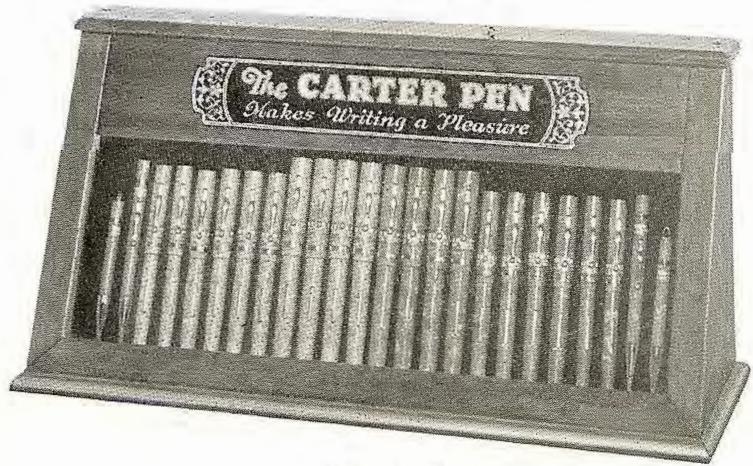
Costs dealer \$9.25 F. O. B. Kendallville, Ind.

Supplied on order with four dozen Carter Pens and Pencils of which two dozen at least must be pens.

Carter Pens to the retail value of \$9.25 supplied to cover cost of case.

Be sure to specify finish wanted:

Walnut or Mahogany.



No. 9523

TWO DOZEN UPRIGHT DISPLAY CASE Length: 20½ in. Width: 6¼ in. Height: 10 in.

Costs dealer \$6.50 F. O. B. Kendallville, Ind.

Supplied on order with two dozen Carter Pens and Pencils of which one dozen at least must be pens.

Carter Pens to the retail value of \$6.50 supplied to cover cost of case.

Be sure to specify finish wanted:

Walnut or Mahogany.

Specifications on Cases Nos. 9460 and 9523.

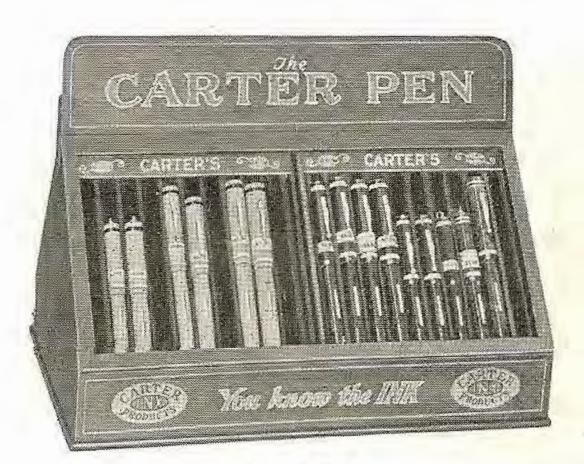
Well-seasoned, kiln-dried gumwood. Attractive hand-rubbed effect in walnut or mahogany finish. (Specify finish desired otherwise walnut will be supplied.)

To obtain this unusual finish, cases are stained, shellaced, sanded and dusted, given a coat of high grade Coach varnish, sanded again, then given a coat of semi-gloss varnish.

Heavy glass front.

Trays are in one piece, either two or four dozen capacity and lift out for close inspection of merchandise, are equipped with combination spring catch and strong lock (one key). Genuine gray silk velvet tray lining.

Packed in strong shipping containers.



No. 24M

TWO DOZEN METAL DISPLAY CASE

Length: 15 in. Width: 9 in. Height: 103/4 in.

Finished in dull mahogany with gold and red lettering. Lithographed heavy metal. Has rubber feet to protect counter. Spring door in back with lock and 2 keys. Generous storage space for extra stock. Trays are standard, one dozen size and may be used separately in other cases.

Given outright F. O. B. Boston on order with two dozen Carter Pens and Pencils of which one dozen at least must be pens.

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Pen and Pencil Floor Case—"Full Vision" Style



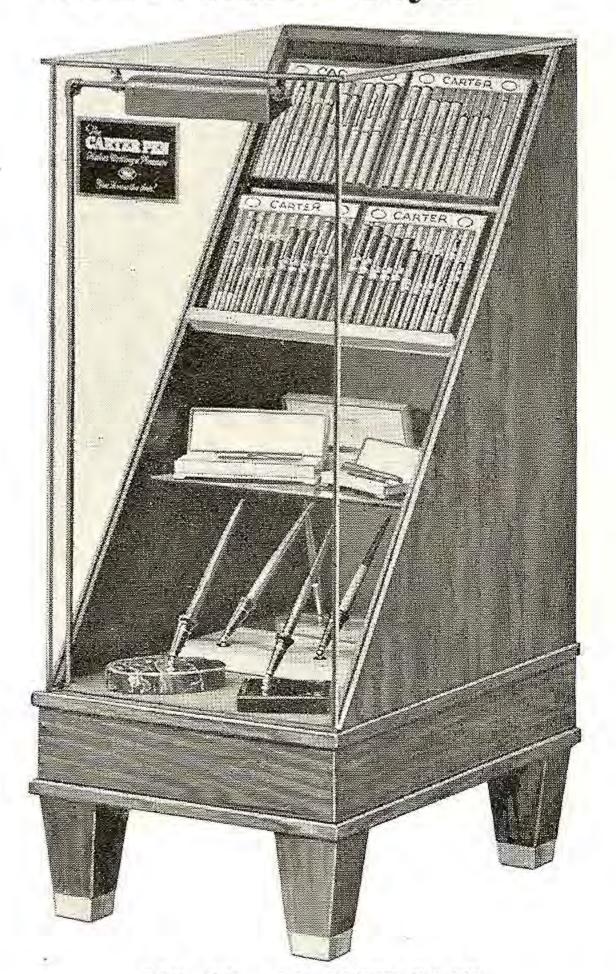
NO. 120. 12 DOZEN CASE
Length: 32 inches. Width, Front to Back: 24 inches.
Height: 42 inches, Standard

Finish: Standard Mahogany or Oak.

Glass: Polished plate glass with all exposed edges handsmoothed and polished. Glass parts are cemented together by patented cement construction.

Trays: Lined with genuine gray silk velvet, finished the same as the case; ten size capacity. Trays are two rows deep, top row dropping back when upper door is opened. Concealed compartment below upper door holds enough trays to com-

plete the capacity of the case.
Storage: Besides the concealed compartment containing trays,



NO. 60. 6 DOZEN CASE

Length: 18 inches. Width, Front to Back: 24 inches.

Height: 42 inches, Standard

there are stock drawers in the lower part of the case below the sliding doors.

Hardware: Lock on upper doors and on each lower stock drawer. Special lock on sliding doors. Legs of case have polished brass feet.

Display Section: Sliding wood panel doors on back of case; gray velvet-lined floor; plate glass shelf resting on fixed metal supports.

Dimensions and Prices: All cases 42 inches high and 24 inches wide from front to back.

HOW TO OBTAIN THESE CASES

These exclusively Carter display cases are supplied to you at their cost to The Carter Ink Company under these conditions:—
Order enough Carter Pens and Pencils to equal the capacity of the case you want. Carter Desk Stands to equal value of any number of pens and pencils may be substituted if preferred.

Case No.	Length	Stock Drawers	Capacity	Price No Wiring	Price With Wiring & Fixtures
60	18 in.	One	6 Dozen	\$42.50	\$48.50
120	32 in.	Two	12 Dozen	59.00	65.00

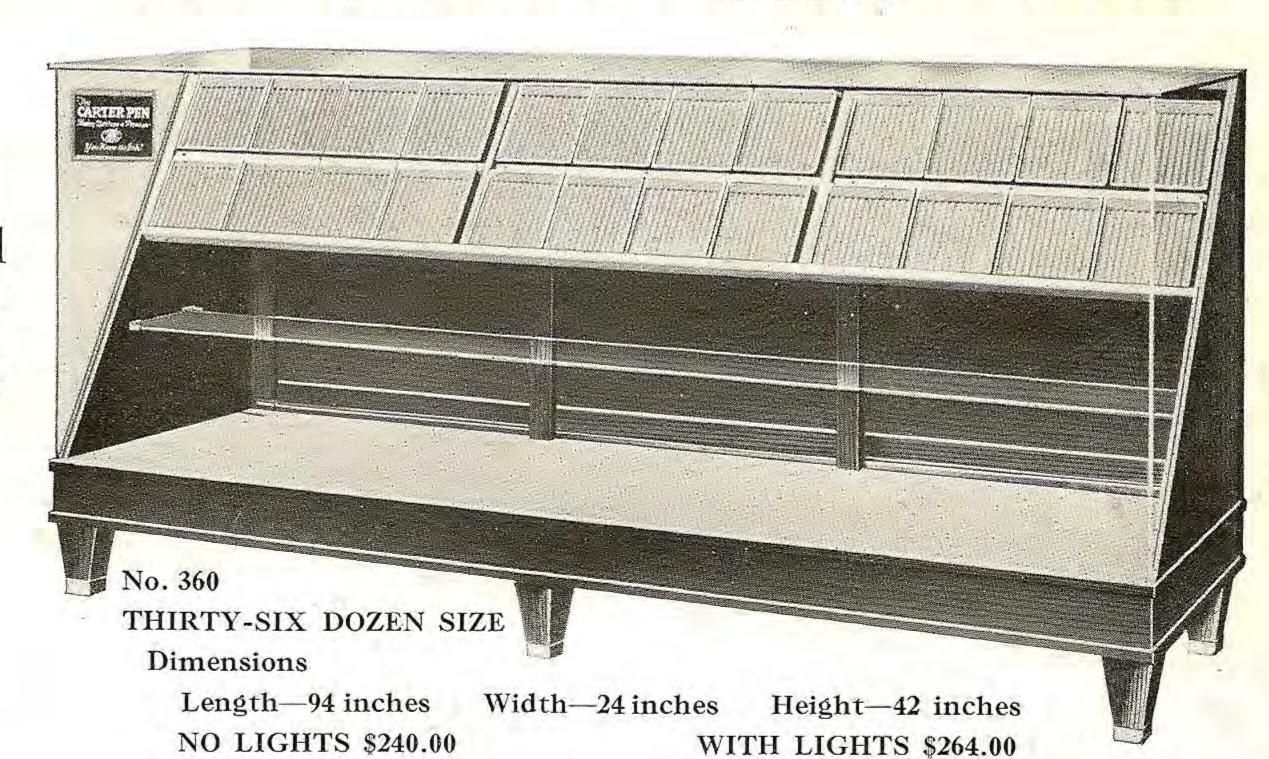
Case will be shipped F. O. B. show case factory and you will be billed for cost at terms: 30 days net.

Sufficient Carter Pens or Pencils at retail value to cover cost of the case will be shipped to you gratis, shipping charges prepaid.

Case No.	Length	Stock Drawers	Capacity	Price No Wiring	Price With Wiring & Fixtures
180	47 in.	Two	18 Dozen	\$84.00	\$96.00
240	63 in.	Four	24 Dozen	105.00	119.00

F. O. B. Kendallville, Ind. Wiring prices include Fixtures and bulbs. Nos. 60, 120 and 180 have one Fixture. No. 240 has two Fixtures.

Pen and Pencil Floor Cases



"Full Vision" Style

No. 480 FORTY-EIGHT DOZEN SIZE

Dimensions
Length—124 inches
Width — 24 inches
Height — 42 inches
LIGHTS \$300.00

NO LIGHTS \$300.00 WITH LIGHTS \$328.00



Special Finishes

Nominal extra charges are made for Special Finishes on the various cases at the following rates:

No. 60-\$2.00 No. 120-\$2.50 No. 240- 4.50 No. 360- 5.50 No. 180-\$3.50

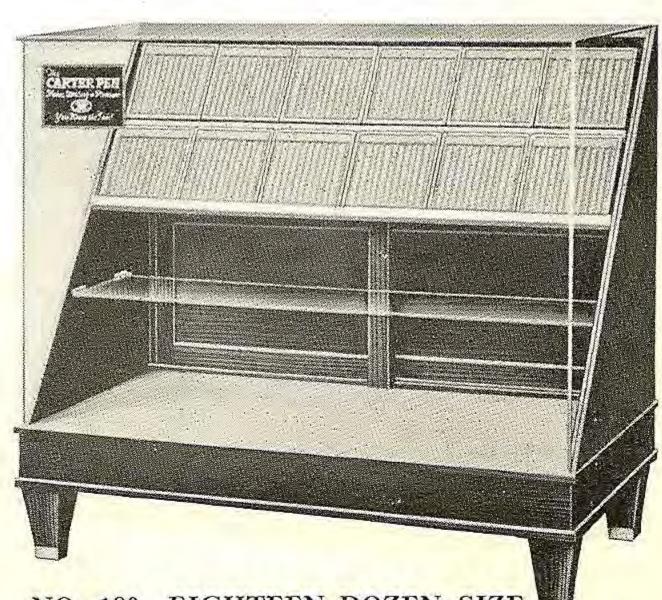
No. 480- 6.50

HELPFUL INFORMATION Regarding Carter Floor Cases

Examine on arrival for concealed Loss and Damage. It is best to open one side of packing case and carefully examine floor case for damage before removing from packing entirely. If damage is evident notify **immediately** (do not delay) the Transportation Company to send agent to examine.

Be sure Case is Level. It is important that the larger Floor Cases be level so that the doors will open freely and the plate glass will not be under severe stress and strain. All cases are tested at factory on perfectly level bed. Case should be tested when set up and levelled if floor is uneven.





NO. 180—EIGHTEEN DOZEN SIZE

Dimensions: Length, 47 inches; Width,
24 inches; Height, 42 inches

No Lights—\$84.00 With Lights—\$96.00

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Carter's FOUNTAIN PEN Inks

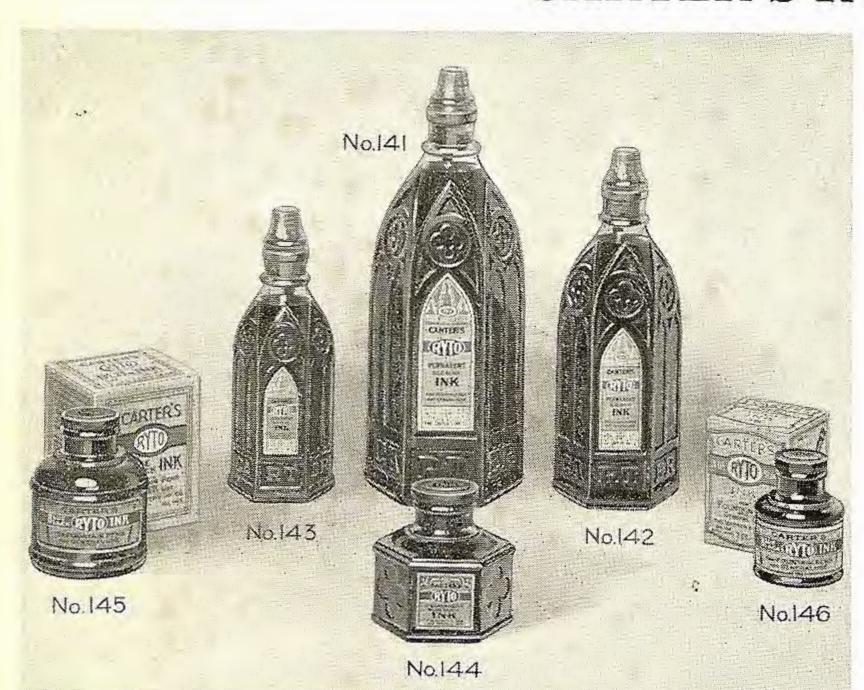
CARTER'S BLU-REX FOR FOUNTAIN PENS AND STEEL PENS

BLU-REX writes a rich blue that remains ever blue. Blu-Rex is not permanent and therefore is easily removed by soap and water from clothing and rugs. It is an ideal ink for hotels, schools and colleges, clubs and equally good for fountain or steel pens. Blu-Rex flows smoothly and evenly without blot or blob from the fountain pen.

No.	Description	Doz a Bo		List Price	Suggested Retail Price
161	Quart, pourout and hermetic seal	1	\$21.	00 per doz.	\$1.60 each
162	Pint, pourout and hermetic seal	1		50 per doz.	.95 each
	4 oz. cylinder, embossed top in decorated carton	1	3.	00 per doz.	.25 each
100	2 oz. squares, embossed top in decorated carton	3	19	.00 per gro.	.15 each
167	2 oz. square, same style	1		0.00 per gro.	.15 each
	1½ oz. cylinder, wood top	3	15	.00 per gro.	.10 each
169	1½ oz. cylinder, same style	1	16	.20 per gro.	.10 each



CARTER'S RYTO INK



FOR FOUNTAIN PENS AND STEEL PENS

The leading ink for fountain pens and general use, made from an entirely new formula developed in the Carter laboratories. Ryto writes a vivid blue that is very easy on the eyes under natural or artificial light. It is an iron gall ink which becomes a permanent black after oxidizing. Ryto has met with wide favor because of its beautiful color, freedom from sediment and the fact that it retains its snappy color in the bottle when in use.

No.	Description	Doz. a Bo		Suggested Retail Price
hermetic		1	\$18.00 per doz.	\$1.25 each
- hermetic		and 1	10.75 per doz.	.75 each
hermetic	1991. 4 1 2 4 4	1	6.50 per doz. 3.00 per doz.	.45 each
145 5 oz. cylin	gonal, embossed to ider, embossed to d carton		3.00 per doz.	.25 each
	ider, embossed to	op, in 3		.10 each
147 2 oz. cyline		1	17.20 per gro.	.10 each

CARTER'S FOUNTAIN PEN INK

A BLUE-BLACK, free flowing, fine writing ink. Its initial color is a delightful, easy-to-read blue, deep and full, that later turns to a permanent jet black. It is made to prevent clogging in the pen and is of a consistency to flow from the pen at the slightest touch but not freely enough to drop.

No.		Doz. i a Box	A STATE OF THE STA	Suggested Retail Price
240 241	Quart, pourout and hermetic sea Pint, pourout and hermetic sea Half-pint, pourout and hermetic	1 1/2	\$18.00 per doz. 10.75 per doz.	
2417	seal seal	1/2	6.50 per doz.	.45 each
243	4 oz. cylinder, in decorated carto		36.00 per gro.	.25 each
244	4 oz. cylinder, in decorated carto		36.00 per gro.	.25 each
246	2 oz. square, embossed top, in		200	715 Wy GRIV V, 25
	decorated carton	3	20.80 per gro.	.15 each
247	2 oz. square, same style	1	22.00 per gro.	
248	1 oz. cylinder, wood top	3	15.00 per gro.	
249	1 oz. cylinder, wood top	1	16.20 per gro.	
518	1 oz. round red birch Traveler's		425740 4404 ASS	
	Case	1	3.25 per doz.	.25 each



CARTER'S COLORED FOUNTAIN PEN INKS

BRILLIANT, CLEAN-CUT COLORS, MADE ESPECIALLY FOR FOUNTAIN PENS Violet—Green—Blue—Red—Black

S TOCKED in quarts, pints, half-pints, four ounce cylinders, two ounce squares. Packed ½ dozen in a box in quart, pint and half-pint sizes; one dozen in a box in 4 ounce size, 3 dozen and 1 dozen in a box in 2 ounce size.